

BLACC SPOT MEDIA 

Smile Direct Club

Enabling Growth With Effective Cloud Communications Strategies

Learn how we helped Smile Direct Club support over 75,000+ monthly conversations in 7 different countries.

CUSTOMER STORY



Industry
Cosmetics

Communication Channels
SMS/MMS & Chat

Integrations
Salesforce & Amazon Web Services (AWS)



CHALLENGE

Smile Direct Club's existing contact center solution provided limited support for enhanced SMS/MMS capabilities. This restricted Smile Direct Club's ability to send and receive messages with their customers while also preventing them from expanding into new international markets.

SOLUTION

Blacc Spot Media built a standalone, two-way communication platform that connects directly with Salesforce to provide an integrated solution for their contact center agents and marketing teams that manage sales campaigns. Additionally, the solution allowed their agents to communicate more efficiently with customers.

RESULTS

Smile Direct Club is facilitating more effective communication with its customers using SMS/MMS services. It also expanded its support for international customers allowing the company to support its continual overseas market growth.

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Smile Direct Club built a stellar reputation in the cosmetics industry by "providing customers with the smile they deserve". As they experienced explosive growth, it was vital that they maintained the exceptional customer service standards that customers have grown to love for continued success over the long term.

Blacc Spot Media provided Smile Direct Club with a platform that has enabled its agents to enhance communications capabilities for their customers. The platform created unique opportunities for agents to assist customers more efficiently which has helped to reinforce brand loyalty. Additionally, Smile Direct Club's marketing and sales teams can utilize campaigns that have been integrated directly with Salesforce making it easy for the marketing team to track campaign effectiveness.

Smile Direct Club has experienced a significant increase in the number of customer conversions since deploying the new two-way SMS/MMS communication platform for their agents and expanding into new international markets. As a result, Smile Direct Club is using Blacc Spot Media to extend the use of the platform into other areas of its business.



Blacc Spot Media, Inc.

Blacc Spot Media is an award-winning Cloud Communications consulting firm recognized as one of Inc. 5000's Fastest-Growing Private Companies in America.

We solve our client's toughest communications challenges by providing unparalleled services in strategy, consulting, technology, customer experience, and business operations. With expertise across all Cloud Communications channels, we deliver impactful results for our clients focused on building effective communication strategies.

Contact Us Today
hi@blaccspot.com

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Cloud Communications Delivered.